

**California State Parks
Off-Highway Motor Vehicle Recreation Division**

Strategic Plan Goals and Objectives



GOAL 1

Sustain Existing Opportunity: Protect, preserve, and enhance existing OHV opportunities in a manner that ensures well managed, interesting, and high quality experiences, and address the environmental impacts that may be associated with those activities.

Hungry Valley SVRA

Sustain Existing Opportunity

The Division will protect and preserve existing OHV opportunities while sustaining land for future OHV uses. This will be accomplished through identifying and implementing maintenance solutions that address environmental or other problems leading to closures of traditionally used OHV areas.

To advance the OHMVR Program, to ensure the conservation of natural and cultural resources, and to sustain OHV opportunities for the long term, it is essential that OHV areas be adequately maintained, operated, and improved as necessary. The External Assessment reveals a wide array of concerns over the loss of OHV opportunities and the increasing amount of OHV use on, and degradation of, remaining opportunities.

The reasons for existing problems are many and varied. They include insufficient funding for projects and staffing for such things as routine maintenance, law enforcement, and improvement of existing facilities. In addition, application of the most recent best management practices has not kept pace with the needs of the Program.

OBJECTIVES:

1.1 On an annual basis, ensure requirements for the soil standard and Habitat Protection Programs (HPP) are being implemented in the SVRAs and for other projects supported by OHV Trust Funds.

Performance Measures:

- Percentage of land in compliance with HPP requirements.
- Percentage of routes in compliance with soil standards.

Resource Assumptions:

- Additional funds will be needed for training staff in the SVRAs and grant-funded areas.
- Additional staff will be required to perform monitoring and corrective actions identified by monitoring.

1.2 By 2012, identify and implement best management practices (BMPs) for keeping SVRAs, and other lands supported by OHV Trust Funds, compliant with current regulations and standards in resource management to reduce environmental impacts.

Performance Measure:

- Number of BMPs identified and implemented.

Resource Assumption:

- This objective can be achieved with existing resources.

1.3 Using the 2009/2010 fiscal year as a baseline, achieve a 25% reduction in carbon footprint from management of the SVRAs by 2020.

Performance Measure:

- Kg of carbon (CO₂ or other emission measure) produced by management of the SVRAs.

Resource Assumptions:

- This objective will require additional funds to develop green facilities and acquire equipment.
- This objective may require additional funds for carbon sequestration.

Goal 1

- ✓ Ensure requirements for soil standard and habitat protection programs are being implemented
- ✓ Identify and implement best management practices
- ✓ Achieve a 25% reduction in carbon footprint
- ✓ Implement a sound level management program
- ✓ Implement a dust monitoring and management program
- ✓ Identify critical urban conflicts

1.4 By 2013, implement a sound level management program with the aim of reducing sound levels generated from vehicles recreating off-highway.

Performance Measures:

- Percentage of vehicles in compliance with established maximum standards.
- Percentage reduction in sound levels emanating from OHV recreation areas.

Resource Assumptions:

- Accomplishing this objective will require either the addition of staff positions, or contracting for services to monitor sound levels.
- Additional funding will be required to purchase necessary monitoring equipment.
- Additional funding will be required to develop monitoring procedures.

1.5 By 2014, implement a dust monitoring and management program with the aim of reducing the amount of dust generated by OHVs.

Performance Measure:

- Particulate levels generated by OHV activities.

Resource Assumptions:

- Accomplishing this objective will require either the addition of staff positions, or contracting for services to monitor dust levels.
- Additional funding will be required to purchase necessary monitoring equipment.

1.6 By 2017, identify critical urban conflicts, and take actions to reduce the threat of urbanization on existing and future OHV opportunities and the loss of open space.

Performance Measures:

- Acres of land affected by urban conflicts.
- Number of complaints of OHV conflicts.

Resource Assumption:

- Funds will be needed for acquisition of buffer lands and/or conservation easements associated with existing OHV opportunity areas.



GOAL 2

Increase OHV Opportunity: Add new OHV opportunities where appropriate and needed to replace loss of existing opportunities and respond to changing and future demand.

Increase OHV Opportunity

This is a companion goal to Goal 1. The Division will advance the preservation of existing opportunities and ensure management responses are adequate for sustaining both existing and future opportunity.

The need to expand existing OHV areas, as well as provide new OHV areas, as directed in the statute, is a high priority. The Division will pursue acquisition and development projects where needed and as appropriate. This goal focuses on ensuring a coherent long-term management approach by tracking current opportunities, identifying existing and potential gaps, forecasting future demand, and seeking new OHV opportunities.

OBJECTIVES:

2.1 By 2020, establish, for each priority major population center, at least one OHV opportunity within a sixty-mile radius of the urban footprint.

Performance Measures:

- Recreation units established.
- Number of visitors served.

Resource Assumptions:

- Additional funds will be required to acquire and develop new facilities.
- Additional funds and positions will be required to operate new facilities.

2.2 By 2020, add new areas dedicated to OHV recreation.

Performance Measures:

- Acres of land and miles of trail dedicated to OHV recreation.
- Number of new facilities established for OHV recreation.

Resource Assumptions:

- Additional funds will be required to acquire and develop new facilities.
- Additional funds and positions will be required to operate new facilities.

2.3 By 2012, develop five new OHV recreational opportunities in response to growing recreation trends and equipment (rock crawlers, endurocross, electric, etc.).

Performance Measures:

- Number of new opportunities.
- Number of visitors served.
- Number of visitors reporting high level of satisfaction with the facilities.

Resource Assumptions:

- Additional funds will be required to plan and develop new use opportunities.
- Additional funds and positions may be needed to maintain new facilities.

2.4 By 2015, establish a minimum of two snowmobile touring trails designed for multi-day trips with accommodations (e.g., cabins, restrooms).

Performance Measures:

- Number of touring trails established.
- Number of visitors reporting high level of satisfaction with the facilities.

Resource Assumptions:

- Additional funds will be needed to develop new trails and facilities.
- Additional funds will need to be added to contract for various services (grooming, environmental monitoring, and maintenance of facilities).

2.5 By 2020, implement the California Statewide Motorized Trail as outlined in the Act.

Performance Measures:

- Miles of trail in the system.
- Miles of contiguous trail per trail segment.

Resource Assumptions:

- Additional funds will be needed to acquire lands and easements, develop trail linkages, and where necessary,
- Additional funds may be needed to provide grant funding to agencies operating sections of the trail.

Goal 2

- ✓ **Establish an OHV opportunity within a sixty mile radius of an urban footprint**
- ✓ **Add new areas dedicated to OHV recreation**
- ✓ **Develop five new OHV recreational opportunities in response to growing trends and equipment**
- ✓ **Establish a minimum of two snowmobile touring trails designed for multi-day trips**
- ✓ **Implement the California Statewide Motorized Trail**

GOAL 3

Staff Development: Enhance the abilities of program managers and staff dedicated to the development, management, and implementation of the OHMVR Program.



Staff Development

The Division will improve transparency, efficiency, and quality of program administration through recruitment, training, and organization of high quality staff dedicated to the OHMVR Program mission. The Internal Assessment identified a number of issues impacting the capacity of Division staff to fully achieve the mission and goals.

A variety of essential actions are required to meet the OHMVR Program's Goals and Objectives. The Division will focus on enhancing opportunities within the OHMVR Program to improve staff capacity, including developing enhanced skills and knowledge, addressing staffing needs, and improving organizational structures.

Other issues identified include: loss of institutional memory due to retirements; increased complexity of various technical, land use planning, and regulatory requirements affecting the OHMVR Program; and the need to understand and work more closely and collaboratively with other agencies, customers, and stakeholders to understand and respond to their administrative and other concerns.

OBJECTIVES:

3.1 By 2012, develop and implement a system to capture institutional knowledge and ensure staff are knowledgeable with the skill sets necessary to be successful.

Performance Measures:

- Number of customers reporting high level of satisfaction with service provided by Division staff.
- Number of staff completing elective training programs.

Resource Assumption:

- This objective can be accomplished with existing resources.

3.2 By 2011, develop opportunities for Division staff to participate in diverse work assignments throughout the OHMVR Division and with other agencies.

Performance Measures:

- Number of employees participating in rotational training and development assignments.
- Number of staff receiving excellent evaluations.
- Number of rotational assignments completed.

Resource Assumption:

- Additional funds may be needed to accomplish this objective.

3.3 By 2011, increase the average number of years employees work at the Division, and strive to maintain full workforce capacity.

Performance Measure:

- Average number of years employees work in the Division.

Resource Assumption:

- This objective can be accomplished with existing resources.

Goal 3

- ✓ **Develop a knowledgeable staff with skillsets necessary to be successful**
- ✓ **Develop opportunities for Division staff to participate in diverse work assignments**
- ✓ **Increase the average number of years employees work at the Division**
- ✓ **Establish an active recruitment program**
- ✓ **Increase accountability for expenditures of the OHV Trust Fund**
- ✓ **Increase availability of training opportunities designed to enhance knowledge of laws and regulations**

3.4 By 2010, establish an active recruitment program to fill vacancies with qualified personnel.

Performance Measures:

- Number of applicants.
- Average of time in days positions remain vacant.

Resource Assumption:

- This objective will require additional staff resources and funds to cover travel and other recruiting-related expenses.

3.5 By 2013, assure increased accountability for expenditures of the OHV Trust Fund through Division resources

Performance Measure:

- Percentage of dollars spent outside the Division which can be tracked and accounted for.

Resource Assumption:

- Additional staff may need to be added to the Division to achieve this objective.

3.6 By 2010, increase the availability of training opportunities designed to enhance knowledge of laws and regulations related to OHV operation.

Performance Measures:

- Number of training opportunities offered.
- Number of personnel attending training.

Resource Assumption:

- Additional funding will be required to develop and deliver training.



GOAL 4

Develop an Informed and Educated Community:

Achieve a highly informed and educated community associated with OHV recreational activities, dedicated to safe and lawful OHV operation and responsible environmental stewardship.

Develop an Informed and Educated Community

The OHV community is actively engaged, and committed to establishing collaborative programs and promoting recreation and sound environmental stewardship of the land. The External Assessment identifies a number of recreational training and education needs desired and demanded by this willing community. This Goal focuses on ways to assist the recreating public in supporting and contributing to safe, responsible use, and environmental stewardship through the development and implementation of integrated, comprehensive, consistent education, and information outreach programs associated with OHV use.

Goal 4

- ✓ **Develop and implement a statewide education program regarding responsible OHV use**
- ✓ **Commercial OHV advertising, including print and broadcast media, will accurately represent appropriate and responsible OHV use**
- ✓ **Increase availability of training classes addressing OHV safety and environmental stewardship**

OBJECTIVES:

4.1 By 2010, the Division will convene an OHV Education Stakeholder Group to advise the Division in the development of a successful statewide educational program regarding responsible OHV use. By 2011, the Division will develop and begin implementing the educational program.

Performance Measures:

- Number of interest groups participating in the group.
- Number of stakeholders giving the educational program an excellent rating

Resource Assumption:

- Additional funds will be required to support this objective (for travel, meeting space, facilitation, and administrative support).

4.2 By 2015, commercial OHV advertising targeted to California consumers, including print and broadcast media, will accurately represent appropriate and responsible OHV use.

Performance Measure:

- Number of manufacturers receiving a passing score for responsible advertising as rated by the OHV Education Stakeholder Group.

Resource Assumption:

- Additional funds will be required to support this objective (for travel, meeting space, facilitation, and administrative support).

4.3 By 2012, increase availability of training classes addressing OHV safety and environmental stewardship at SVRAs and grant-funded areas.

Performance Measures:

- Number of courses available.
- Number of participants successfully completing the training.

Resource Assumption:

- Additional staff and funding will be required to achieve this objective.



GOAL 5

Cooperative Relationships: Establish and maintain productive relationships between individuals, organizations, industry, and government agencies to cooperatively identify problems and develop and implement solutions to advance the mission and goals of the OHMVR Program.

Cooperative Relationships

For the OHMVR Program to be effective, program managers and administrators must be fully informed about community interests and regulatory requirements. Additionally, to develop management responses to various environmental issues and respond to OHV customer demand, it is important for interested parties to work collaboratively. Accordingly, the Division will strive to achieve highly integrated, organized, and coordinated stakeholder and public agency groups. These groups will work on a collaborative, ongoing basis to identify issues concerning the sustainability of OHV opportunities and seek solutions to the issues identified.

OBJECTIVES:

5.1 By 2013, improve communication and interaction among local, state and federal agencies having direct or indirect land management, law enforcement and/or regulatory responsibilities involving OHMVR Program activities and issues.

Performance Measure:

- Number of agencies engaged in periodic coordination/collaboration meetings and efforts.

Resource Assumption:

- This objective should be achievable with existing staff resources, but may require additional financial resources for travel, rental of meeting facilities, and other associated costs.

5.2 By 2011, improve communication, coordination and integration between agencies and stakeholders to focus on collective efforts to achieve consensus in addressing identified issues.

Performance Measures:

- Number of agencies and interest groups participating in periodic stakeholder meetings.
- Number of decisions made collaboratively.

Resource Assumption:

- This objective should be achievable with existing staff resources, but may require additional financial resources for travel, rental of meeting facilities, and other associated costs.

5.3 By 2014, improve and increase public involvement at the SVRAs.

Performance Measures:

- Number of cooperating associations established.
- Numbers of volunteers assisting at SVRAs.

Resource Assumption:

- Additional staff will be required to coordinate volunteers and serve as cooperating association liaisons.

5.4 On an annual basis, perform activities that enhance the public's understanding of the OHMVR Program's goals and objectives.

Performance Measure:

- Reduction in the volume of stakeholder correspondence generated as a result of misinformation.

Resource Assumption:

- Additional funding will be required to achieve this objective.

Goal 5

- ✓ Improve communication and interaction among local, state and federal agencies involved with OHMVR Program activities and issues
- ✓ Improve communication, coordination, and integration between agencies and stakeholders
- ✓ Improve and increase public involvement at the SVRAs
- ✓ Enhance the public's understanding of the OHMVR Program's goals and objectives

The background of the page is a photograph of a grassy hill under a clear blue sky. In the upper right, a red and black ATV is parked on the grass. The hill is covered in dry, golden-brown grass. The sky is a pale blue with a few wispy clouds. The overall scene is bright and sunny.

GOAL 6

Informed Decision Making: Improve the quality, quantity, and accessibility of information needed to support sound decision making, transparency of administration, and communication with the interrelated groups interested in, and associated with, the OHMVR Program.

Informed Decision Making:

The Division strives to improve strategic and management decision making by acquiring and using appropriate data. Use of data is an essential component of the Division's Guiding Principles. The Division seeks to conduct operations openly and base decisions on sound data.

The logical and orderly allocation of resources and development of appropriate management responses to the demand for OHV use requires good information about those uses, the people participating, the demand, and the extent impacts can be forecast.

Both the External and Internal Assessment revealed that on occasion, while needed data may exist, the information is not currently organized and maintained in a way it can be efficiently obtained and used. Thus, it will be a necessary ongoing activity to gather, organize, and maintain existing data and to develop new data necessary for making sound decisions concerning the OHMVR Program.

OBJECTIVES:

6.1 By 2014, consolidate existing data stored throughout the Division.

Performance Measures:

- Number of staff using central database for decision making.
- Volume (%) of indexed data in central system versus not in system.

Resource Assumptions:

- Existing computer hardware will need to be upgraded for improved capacity and speed to be able to manage the high volume of data.
- A new database program will need to be acquired.
- Additional funding and staff will be required to develop the database.
- Additional staff resources will be required in an ongoing basis to maintain the database.

6.2 By 2016, identify and obtain data needed to fill information gaps.

Performance Measure:

- Number of data gaps identified and filled.

Resource Assumption:

- Additional funding and staff will be required to achieve this objective.

Goal 6

- ✓ Consolidate existing data stored throughout the Division
- ✓ Identify and obtain data needed to fill information gaps



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